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## BOOK DEPARTMENT

### THE BUSINESS MAN'S LIBRARY

#### ADVERTISING

HIGHAM, CHARLES F. *Scientific Distribution*. Pp. 183. Price, \$1.50. New York: Alfred A. Knopf, 1918.

This book is really written about one suggestion or idea which should prove stimulating to publicity and advertising men—that the making known of facts through publicity methods need not be confined to commercial purposes. In a word, scientific distribution, as the author sees it, means not only the distribution of commodities but the distribution of ideas and ideals.

Mr. Higham sees in the tremendous force of publicity a “potential ally” of righteous government and sound education, a disseminator of intelligence and good will. He thinks that publicity has a part to play in all forms of distribution, but that we today distribute goods with far more skill than we distribute thought.

Something like this idea has come to publicity and advertising men before, but Mr. Higham is one of the first to set out clearly its possibilities of employing newspaper display, posters and other mediums in disseminating ideas as to state policies, party principles, social problems, literature, and, in fact, all activities in which organized society is concerned.

The new elements in this book have been confined to the last third of it, the other parts being devoted to the historical and modern aspects of advertising. While some analysis of commercial advertising is necessary to explain more clearly and fully the “distribution of ideas,” the book seems over-balanced in this respect.

Mr. Higham brings considerable experience to his task, having been a dominating figure in the London advertising fields, and is one of the leading advertising agents in the world.

There is no question but that the field of publicity is broadening, new fields for its employment having been opened up by the war. In political matters it has been employed to some extent, but Mr. Higham believes that political parties could employ it much more effectively than they are doing by their present wasteful methods of printing long speeches and pamphlets which few people read. For the stimulating suggestions the book gives it was well worth the writing and ought to be of great service to the agents of publicity in any field.

J. W. PIERCY.

*University of Indiana.*

KASTOR, E. H. *Advertising*. Pp. xiii, 317. Chicago: La Salle Extension University, 1918.

This is a work primarily for the average business man. Mr. Kastor is a member of the firm of H. W. Kastor & Sons, an advertising company of Chicago and